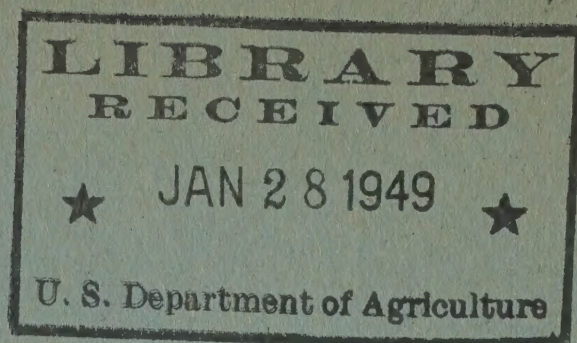


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RETAIL CATALOGUE

GLADIOLUS

SEASON 1949



FRANK F. LUND

COTATI, CALIFORNIA

Greetings

We now wish to thank all those customers who sent orders to us, and we do hope that their bulbs produced fine bloom for them. We appreciate your patronage and hope to please you always. We also appreciate the many fine letters complimenting our varieties. A gladiolus has passed the test if you find it in this catalogue and it has a definite use in the garden, the show or in commercial floral channels. Only quality hand-cleaned inspected stock is shipped and I shall be glad to know if at any time our service and quality do not warrant your utmost satisfaction.

As you glance through this catalogue, you will readily notice that our listing is small. The reason is that no one grower can grow, and judge, all varieties as there are several hundred in existence. Also there are varieties which we could have listed that have been replaced by new and better kinds.

PLEASE READ CAREFULLY BEFORE ORDERING

Prices and Terms: Cash with order, Please. Kindly send money order if possible. All orders amounting to \$1.00 or over will be sent prepaid; orders less than \$1.00, add 15c for postage.

We aim to send out bulbs of the best quality — clean, true to name, etc., equal to any regardless of where grown.

We try to make our prices as low as other gladiolus specialists, doing away with all complicated discounts, coupons or other sales propaganda. As our old customers know, we are generous with overcount, oversize and valuable extras. We guarantee you will be pleased with the way your order has been filled.

Large will be $1\frac{1}{4}$ inch and over. Medium will be $\frac{3}{4}$ inch or better. Small $\frac{3}{8}$ to $\frac{3}{4}$ inch. 5 @ 10 rate; 25 @ 100 rate.

On new varieties priced per each: 10 bulblets may be had for the price of one large bulb. Hand selected.

Order early to avoid disappointments as in some varieties stock is very limited and will go right out. Kindly name second choice as WE DO NOT SUBSTITUTE unless instructed to do so, but may send next size smaller if out of larger sizes.

NO SMALL SIZES OR BULBLETS FOR SALE AFTER APRIL FIRST

California customers please add sales tax of $2\frac{1}{2}$ per cent. All stock offered and orders accepted subject to prior sale.

PLEASE DO NOT SEND STAMPS.

WHITE and CREAM

CORONA— Most popular variety. Creamy white pink picotee edge. Large 10 for 80c Medium 10 for 50c Small 10 for 30c

LEADING LADY— A creamy white sport of Picardy. It is grand. A beauty. Large 10 for 80c; Medium 10 for 50c; Small 10 for 30c.

MARGARET BEATON— Popular large white with small orange scarlet blotch. Large 10 for 80c; Medium 10 for 50c;

501 MRS. M. J. WHITE— (Both) (our '47 import release) M. Gigantic pure white with a very small violet throat mark. Well grown, blooms may be had up to 10½ inches. The largest glad we have offered. Medium 1 for \$1.50; Small 1 for \$1.00.

DR. VAN DOBBEN DE BRUYN— (Salman). This pure white with me is large as any other pure white I have seen. It is prolific and easy to grow and very vigorous and healthy. Large 1 for 25c; Medium 1 for 15c; Small 1 for 10c.

ORIENTAL PEARL— (Carlson) (Mid-Season) This giant clear cream is the largest, strongest growing cream. Large 1 for 50c, 10 for \$4.00; Medium 1 for 35c, 10 for \$2.80; Small 1 for 20c, 10 for \$1.60.

SILVER WINGS— (Ritsema) (Mid-Season) White sport of Picardy that is whiter than Leading Lady but somewhat like it in other respects. It is more ruffled and a very beautiful thing.

Large 1 for 25c; Medium 1 for 15c; Small 1 for 10c.

Large 10 for \$2.00; Medium 10 for \$1.20; Small 10 for 80c

WHITE GOLD— (Scheer) (Mid-Season) Very large clear light cream shading to a lighter throat. 4-6 huge well placed blooms open on a long head. Large 10 for 80c; Medium 10 for 50c; Small 10 for 30c.

WHITE WINGS (Errey) The finest white we have seen from down under. Large ruffled and heavy texture. It stands the heat very good.

Medium 1 for \$1.50; Small 1 for \$1.00.

PINK

ALADDIN— (Palmer) (M.)—Color bright salmon with a cream throat. Up to eight large ruffled flowers of heavy texture open together on the spike. Large 10 for 80c; Medium 10 for 50c; Small 10 for 30c.

BERNADETTE— (Silva) This is another Sport of Picardy that is plain petalled but doesn't resemble it except in growth and it grows even taller and stronger than Picardy. The color is a rosy flesh with no feather like Picardy.

Large \$1.25; Medium 1 for 75c; Small 1 for 50c.

BRIDESMAID— Large formal pink, pure cream throat. Tall grower. Large 1 for 30c; Medium 1 for 20c; Small 1 for 10c; 10 for 80c.

CANDY HEART— (Salbach) (Mid-Season) Clear flesh pink with a large blotch of light carmine. 5-6 or more large nicely arranged blooms. Medium 10 for 50c; Small 10 for 30c.

CONNECTICUT YANKEE— (Schenetsky) (Mid-Season) A very beautiful clean light pink with red throat blotch. Opens up to 8 with several more showing color. Tall strong grower.

Large 1 for \$1.00; Medium 1 for 75c; Small 1 for 50c.

GENGHIS KHAN— Lovely medium pink, exceedingly ruffled. A very beautiful variety 6 to 7 blooms of 6" diameter on a tall plant.

Large 1 for 50c, 10 for \$4.00; Medium 1 for 35c, 10 for \$3.00; Small 1 for 20c, 10 for \$1.50.

MADELEINE BROWN— (Maier) (Mid-Season) Beautiful deep salmon, lightly ruffled, blending lighter in the throat which is faintly marked scarlet. 7 to 8 blooms of 5 to 6 inch diameter open on tall, strong plant.

Large 1 for 15c; Medium 2 for 15c.

MISS VERMONT— (Hatch) (Mid-Season) Light pink tinted lavender shading somewhat deeper in the throat. Opens 8-10 blooms on a long flower head. Medium height, always straight stem.

Large 1 for 35c, 10 for \$2.80; Medium 1 for 25c, 10 for \$2.00; Small 2 for 25c, 10 for \$1.00.

MRS. E. BOTH— A perfect color blend of liquid clear, light orange pink with harmonizing, clear, deep cream throat. Florets round petaled, wide open.

Large 1 for \$1.00; Medium 1 for 75c; Small 1 for 50c.

MONTPELIER— Color clear pink, no flecking. Will grow 72 inches high, 30 inch head, 20-24 buds, 8-10 5 inches by 5½ inches florets open at once. Large 1 for \$1.00.

PICARDY— (Mid-Season) Clear soft salmon with flesh throat and a small rose feather. Opens 7-8 large well placed blooms on a big husky plant. Picardy has been grown for so long and has been so popular that most people already know it. Large 10 for 80c Medium 10 for 50c Small 10 for 25c

Medium 100 for \$4.00; Small 100 for \$2.50.

PINK PICARDY— (Earl) (Mid-Season) A sport of Picardy and a little deeper color. A fine variety. Large 1 for 15c, 10 for 80c; Medium 1 for 10c, 10 for 50c

PROSPERITY— New ruffled rose of Picardy. This is a beautiful Gladiolus. Large 1 for \$1.25; Medium 1 for 75c; Small 1 for 50c.

STRAWBERRY PEACH— (Salbach 1944) Very large wide open heavily ruffled orange pink with soft scarlet blotch and feathering.

Large 1 for \$1.50; Medium 1 for \$1.00; Small 1 for 75c.

SPICK AND SPAN— One of the most sensational pinks to date, having been a winner innumerable times during its short time introduced. Very tall straight growing glad with spike carrying 20 to 22 buds, opening 8 or 10 in the field and many more showing color. Large 1 for \$2.00; Medium 1 for \$1.50; Small 1 for \$1.00, 10 for \$8.00.

TITAN— (532) (Mid-season) Huge salmon rose. Opens up 9 enormous blooms on a very tall plant. But for the fact that this variety doesn't propagate very fast it would be one of the most popular on the market today. Wonderfully fine cut flower and good for exhibition also. Large 1 for 20c; Medium 1 for 15c; Small 1 for 10c, 10 for 80c.

VISTA BONITA— Immense geranium pink. Tall husky grower. Large 10 for 80c; Medium 10 for 50c.

ROSE and LAVENDER

ASTRID— (Jack) (Early) Clear medium rose of a new and distinct shade with a narrow throat line and a slight feather in the throat. Tall, strong, husky grower. Large 1 for 75c; Medium 1 for 50c; Small 1 for 35c.

CHAMOUNY— (Baerman) (Mid-Season) A beautiful and distinct shade of cerise rose with a silver line on the edge of all petals. Up to 10-12 blooms on a long head. Large 10 for 80c; Medium 10 for 50c; Small 10 for 30c.

ELIZABETH THE QUEEN— Beautiful ruffled lavender. A Queen indeed. Large 10 for 80c; Medium 10 for 50c; Small 10 for 30c.

KITTYHAWK— A delicate tall lavender. Many times grand champion in New Zealand. Large 1 for 50c.

LAVENDER PRINCE— New lavender mauve with darker lines in the throat. Large 1 for 25c; Medium 1 for 15c.

MYRNA FAY— (Lines) Myrna Fay is an attractive medium lavender, sometimes flecked deeper. Large 1 for \$1.00; Medium 1 for 75c; Small 1 for 50c.

OKLAHOMA— Another "What A Glad" color marvel exclusive that holds a spell over all who see it. Color, type and performance all made to order. A beautifully ruffled wide open pinkish lilac jewel. Large 1 for 25c; Medium 1 for 15c; Small 2 for 15c.

Oregon Rose— (Brandon) (Mid-Season) A beautiful rosy shade with creamy throat entirely distinct from anything else. Large 1 for 15c Medium 2 for 15c.

ROSE O'DAY— (Fischer) (Early Mid-Season) An unusual shade of rose lavender that is very attractive. Opens up to 10 large flowers in a double row. A distinctive and fine variety. Large 1 for 25c; Medium 2 for 25c; Small 4 for 25c.

TOPFLITE— (LaSalle) (442) (Mid-season) A new and beautiful shade of soft rose. Nothing else like it. Opens 8-5" blooms on a slender wiry stem about 4½ feet high. Good strong grower and good propagator. Large 1 for \$3.00; Medium 1 for \$2.00; Small 1 for \$1.00.

ODD COLORS, ETC.

BLACK CHERRY— This is the newest and best black red in Mr. Rich's large family of dark reds. Grows 50" or more tall with a 24" head. Opens up to 9-6" blooms with 19-20 total. Does not burn in hot sun. Large 1 for \$4.00.

BLUE BEAUTY— (Pfitzer) (E) The strongest grower of all the blues. Medium blue violet often flecked deeper. A producer of good healthy bulbs. Large 1 for 10c Medium 10 for 60c Small 10 for 30c

CRINKLE CREAM— (Ellis) (Mid-Season) Large beautiful ruffled clear light yellow. Tall strong plant with 4-6 open. One of the finest pale yellows on the market. Large 2 for 30c; Medium 2 for 20c; Small 2 for 10c.

KING LEAR— (Palmer) (Early) Very early, clear deep reddish purple with silver edge on petals. Very large and heavily ruffled. Medium 10 for 50c; Small 10 for 30c.

HIGH FINANCE— (Wilson) (Late Mid-Season) Smoky light orange gray with cream throat. A distinctive shade and a really beautiful smoky. Large 10 for \$1.00; Medium 10 for 50c; Small 10 for 30c.

SPOTLIGHT— (Early Mid-Season) Deep yellow with small scarlet blotch making an unusually attractive and distinctive color combination. Blooms are medium large slightly waved and beautifully placed on a tall straight slender spike. Large 1 for 20c, 10 for \$1.60; Medium 2 for 25c, 10 for \$1.00; Small 2 for 15c, 10 for 60c.

TUNIA'S MAHOMET (580) Smoky plum rose with scarlet blotch. One of the most attractive smokies and a heavy show winner. Large 1 for 50c; Medium 1 for 35c; Small 1 for 25c.

SUN SPOT— A nicely ruffled, light apricot buff with rose spot in throat, opening 8-9 large florets at once on tall spikes. Large 1 for \$1.50; Medium 1 for \$1.00; Small 1 for 50c.

GOLDEN STATE— (Wheeler) (412) (Mid-season) Clear rich yellow with a double row of large well placed blooms. Tall strong grower with 10 or more open on a long head. Good exhibition variety. Large 1 for 25c; Medium 1 for 20c; Small 1 for 10c, 10 for 80c.

BUTTERSCOTCH— A grand new gladiolus in the giant light salmon class. Might be called a yellowish buff with salmon pink infusion toward the edges and a deeper throat feather. Large 1 for \$1.00; Medium 1 for 75c; Small 1 for 50c.

RED

ALGONQUIN (Early) Brilliant glowing scarlet with 8-10 large wide open well placed ruffled needlepoint blooms on a tall straight spike. Large 10 for 80c Medium 10 for 50c Small 10 for 30c

BEACON— (Mid-season) Clear bright rose scarlet with large cream blotch. 8-10 medium large somewhat ruffled blooms on a tall straight willowy plant. Large 10 for 80c Medium 10 for 50c Small 10 for 30c

BLACK OPAL— (Errey) (Mid-Season) A dark glistening red, a trifle darker than Mohawk. Opens up to 10 well placed blooms on a tall spike. A very fine variety and popular. Large 1 for 10c Medium 2 for 15c

DANNY DANTON— Deep ruby red with black velvety throat, large, tall and a greatly improved Leschi. Large 1 for 60c Medium 1 for 40c Small 1 for 20c

KING CLICK— (Wilson) (Mid-Season) Bright scarlet. Opens up to 9 huge blooms on a long flower head. One of the best scarlets on the market. Large 2 for 25c Medium 3 for 25c Small 10 for 50c

MID AMERICA— Huge medium red, with a slightly deeper throat. This new one will be a heavy winner, due to its size and the fine spikes produced. Good clear color. 60" tall with 22-24 buds on a 28-30" flowerhead. Large 1 for \$1.50 Medium 1 for \$1.00; Small 1 for 50c.

STOPLIGHT— (Lins) (Mid-Season) Clear brilliant red. Fine texture. Lightly ruffled blooms, flat, wide open and well placed. Medium 10 for 50c; Small 10 for 30c.

RAINBOW MIXTURE

100 large—\$5.00 100 medium—\$3.00 100 small—\$2.00
1000 Bulbets — \$1.00. Postpaid.

Notice!

Just a few words regarding these Picardy sports, such as Pink Picardy, Leading Lady, Silver Wings, Lady Luck, Bernadette, Prosperity, etc. You will receive some Picardy bulbs among all the above no matter whom you may purchase from. Any one who says otherwise is very reckless with the truth.

DIP and SPRAY

Dip the bulbs before planting in one tablespoon of Lysol mixed thoroughly with one gallon of water. Let them soak for six hours immediately preceding planting.

Spray your glads weekly after foliage is in the third leaf to kill thrips. Two ounces of tartar emetic, six ounces of brown sugar. Mix well with three gallons of water.

NAPHTHALENE FLAKES

If there is any possibility of there being thrips on your bulbs, by all means do something to get rid of them. Of course you know if you had thrips on your plants this summer but sometimes there are thrips in very small quantities that you might not notice so it is always safer to take precautions and get rid of the thrips in the fall before they have any chance of doing any damage to the bulbs. If you have only small quantities of bulbs, that is up to a thousand, Naphthalene Flakes are the simplest thing to use to clean up the thrips.

LEARN TO BUY YOUR BULBS FROM A BULB GROWER

